

AN INTRODUCTION FROM OUR CHAIR

Thank you for your interest in learning more about the role of Chief Executive Officer (CEO) at Simba.

We believe that this is an incredibly exciting opportunity for a passionate, dedicated, charity sector leader to drive our charity forward into a new phase of our development, and refine and deliver our strategic plan over the coming years.

The departure of our Chief Executive (and Simba's founder) now ushers in a new era for Simba as we;

- (i) seek new, creative and collaborative ways to support families following the loss of a baby
- (ii) ensure the sustainability of the current ways in which we honour their memory
- (iii) focus our activities on the communities we serve within Scotland only
- (iv) refine and operationalise our revised strategy to ensure that we deliver this whilst being true to our values

Is this something that you are passionate about, and feel that you can guide our team towards?

Ideally, we are looking for a collaborative and proactive leader, with a strong track record within the third sector of building effective partnerships, developing effective working relationships with charity Boards, and empowering teams to deliver strategic objectives.

Our new CEO will have operated as a CEO, or equivalent, of a small charitable organisation, and an understanding of the bereavement care sector would be beneficial, although not essential if compassion and empathy have been at the core of previous roles.

We are keen to engage with candidates who can present a compelling vision of how they would take Simba forward, and are deeply motivated to make a difference to bereaved families.

Strategic vision, and the ability to operationalise a strategic plan, is essential, as is expert knowledge of proper charity governance, and a track record of building strong relationships with the Board, and delivering accurate and timely reporting to ensure that Simba fulfils its constitutional, regulatory and legal obligations.

We want our next leader to possess the gravitas to represent our charity with various stakeholders, promoting the support that we provide, as well as engaging with funders, supporters and communities, able to communicate our message to people from all walks of life. Importantly, our CEO must manifest our core values around compassion, empathy, thoughtfulness and support.

We are a flexible organisation – and are flexible in our approach to finding our new CEO too! We encourage applicants with diverse backgrounds and anticipate this role will involve hybrid working between home and our office near Edinburgh. We will be flexible for the right person, subject of course to the needs of the charity.

I hope that the information contained within this document will provide you with a wider understanding of the work that we do and how we deliver this, as well as our plans for the future and ambitions, and help

you decide if the exciting opportunity to take on the role of Chief Executive Officer at Simba fits with your aspirations, personal values, qualities and experience.

If you would like to know more, please do reach out to me and/or apply to join and lead the team – details of how and when to do this are provided in this pack.

I look forward to hearing from you.

All best wishes,



Theresa Fyffe

ABOUT SIMBA

Our Vision

We have recently undertaken an in-depth review of our core purpose and strategic vision and considered how we can best serve the needs of our communities. This has resulted in our refined vision, which is;

“We believe that every family in Scotland should receive the support they need following the loss of a baby”.

Our Mission

Our mission is as follows;

We support families who have lost their baby. We help those grieving create precious moments to honour their memory. Where there is darkness, we shine gentle light by making time, giving space and sharing love. The approach we take is deeply personal, our team and volunteers coming together because every baby matters. Every single one.

We live our values in the way we help every family in their journey with us: Compassionate, Empathetic, Thoughtful, Supportive.

Our Scope

We donate thousands of hand-finished Memory Boxes each year. We gift these to maternity and gynaecology wards, neonatal units and hospices so that Health Professionals can offer grieving families a Memory Box especially for their baby at the critical time of loss. This gives families a tangible way to honour their baby and where possible, create memories of cherished time spent together. We also gift Memory Boxes directly to individual families who have experienced the loss of a baby earlier in pregnancy. We know that our Memory Boxes offer much needed comfort at a traumatic time and that they sit at the heart of families for many years following a loss.

Our Bereavement Suites within Maternity Units offer private accommodation where families can take the time they need to process their loss and make precious memories with their baby before they prepare to say goodbye. We know that these comfortable ensuite rooms not only give families the space and privacy required at a very difficult time, but are also hugely appreciated by the Midwifery teams within the Hospitals.

In addition, our Trees of Tranquillity remembrance sculptures are set in peaceful, reflective spaces across Scotland so families can visit to honour a baby who has died. Each Tree is adorned with individual copper leaves, personalised to each baby. We know that families find a real comfort in seeing the name of their baby alongside many other much missed little ones.

At Simba, we are continually looking for new and innovative ways for families to honour the babies they have lost.

Our Future

We are now looking to ensure the sustainability of our Bereavement Suites and Trees of Tranquillity, as well as create new ways to achieve our vision, and meet the needs of the families in Scotland whom we support.

To secure Simba's future stability, we also are keen to build partnerships in the bereavement care sector, strengthen our relationships with key stakeholders in communities across Scotland and expand our reach in terms of the families we can support by increasing our supporter base and income.

We have a strong fundraising team, who recently were named Fundraising Team of the Year at the Scottish Fundraising Awards 2023, as well as a core team delivering our services, engaging with bereaved families, supporting our volunteers and running the day-to-day operations of the organisation within the framework, resources and timescales agreed by the Board. You'll join as the ninth member of our small but wonderful team, replacing our Interim CEO who has guided us through a period of change since September last year.

We also have a supportive and dedicated Board of Trustees with a range of skills and expertise to bring to the table.

A challenging period in 2022/23, as Simba was impacted, like many, by the dual impacts of Covid-19 and the cost-of-living crisis, was followed by a successful urgent appeal that brought in more than twice the amount targeted, and put the charity on a stable footing for future development.

Now, after a period of reflection and recalibration, we are now raring to move forwards under the strong leadership and direction of our incoming Chief Executive Officer.

This is a huge opportunity for the right person to steer Simba into its next chapter, preserving the legacy of the charity's achievements over the last 20 years, and creating a new path for Simba to tread as we work towards our vision that every family in Scotland receives the support they need following the loss of a baby.

JOB DESCRIPTION

The full job description for the CEO post can be found below.

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We live our values in the way we help every family in their journey with us – we are compassionate, empathetic, thoughtful, and supportive.

ROLE DESCRIPTION

Office location: Unit 7 Colliery Court, McSence Business Park, Mayfield, Midlothian, EH22 5TA

Term: Permanent

Remuneration: Up to £50,000 to £55,000 per annum, annual leave entitlement of 33 days per year, inclusive of bank/public holidays, Nest Pension with employer contribution.

Hours: We anticipate that this will be a full-time post, 35 hours per week, although are open to considering alternative working arrangements.

Flexible Working: The role is hybrid – ideally office based during our office opening hours (currently Tuesday to Thursday each week). We offer flexibility in working hours and locations.

JOB INTRODUCTION

We are seeking an experienced, dedicated, and passionate Chief Executive Officer (CEO) to join us at an exciting stage in our history at SiMBA, as we embark on embedding and delivering upon a refreshed vision, mission and strategy.

Our CEO will lead our team in meeting our strategic goals, work in collaboration with our Board of Trustees to develop our strategic direction, and ensure that we are operationally effective whilst raising the profile of SiMBA within the bereavement care sector.

Our CEO will focus on building strategic partnerships with other organisations with aligned goals and values, cementing SiMBA's niche amongst the range of charities who support bereaved families through the loss of their baby, and will empower our fundraising team to raise the funds necessary to achieve our goals.

Having a strong grasp of the challenges facing the Charity and bringing creativity, a practical and commercial approach to decision making, as well as being a 'people person' is essential to help SiMBA support as many bereaved families as possible in Scotland to grieve, honour and remember their precious baby.

Expertise in strategic planning, financial management, and effective charity governance is critical. Our CEO must guide our hard-working and dedicated team as we refine our offer and build our impact and reach within Scotland.

Our CEO, along with all of our team, will have contact with people who have experienced the loss of a baby; parents, family members, friends and colleagues and healthcare professionals who are supporting them. Therefore, it is important to feel comfortable working in such a bereavement care environment and talking about baby loss with multiple stakeholders.

MAIN RESPONSIBILITIES

Strategy

- In partnership with the Board, develop SiMBA's strategic direction, and work with the team to devise and operationalise the specific strategies necessary to deliver upon our strategic goals
- Monitor progress towards achievement of these goals, and adjust focus where required in response to internal and/or external influences
- Ensure that appropriate systems and processes are in place to support the delivery and monitoring of SiMBA's core activities, taking a data driven approach where possible
- Keep relevant stakeholders updated with progress towards our goals

Governance

- Provide appropriate level of data and feedback to the Board of Trustees as agreed by all parties – ensuring that all practice adheres to the provisions of our constitution, scheme of delegation and code of conduct
- Act as Company Secretary on behalf of the Board of Trustees
- Raise any governance issues with the appropriate party and ensure that processes, such as updating our risk register, audits, board meetings and minutes meet the requisite standards
- Build strong working relationships with our Board of Trustees, and in particular, the Chair of our Board – sometimes involving robust and challenging conversations
- Ensure all legal and regulatory documents are completed, filed and reported in compliance with the relevant legal frameworks
- Make certain that the Charity complies with all relevant legal obligations i.e. operates within the parameters of employment, Health and Safety, Data Protections and other legislation pertinent to the sector

Operational Effectiveness

- Review existing operational processes, seeking opportunities to improve effectiveness, to better meet the needs of our service users, enhance productivity and morale, and use our resources to the best effect
- Review, design and implement effective ways of measuring performance
- Have oversight of all charitable activities, and continuously monitor risks and opportunities, and adjust activities accordingly

Profile

- Build SiMBA's profile amongst various stakeholders, such as supporters, volunteers, funding bodies, corporate sponsors, high net worth individuals, healthcare professionals etc.
- Make and/or build upon connections with senior decision makers within the healthcare, government and charity sectors to ensure that SiMBA has a strong voice and impact
- Represent the Charity at events, and through social media and the press, as the public face of SiMBA. This may involve speaking at events, media appearances, attending meetings within Scottish Government etc.

Partnerships and Collaboration

- Build partnerships with other charities and organisations to advance the achievement of our mission
- Work collaboratively to ensure we are best placed to secure funding or support for our activities and to best serve the needs of our service users

Communication

- Represents the Charity with high level stakeholders within government, healthcare, corporate sectors, and high net worth individuals, succinctly and sensitively communicating our vision, mission, and ask

Finance

- Take responsibility for developing and disseminating the Charity's short- and long-term strategy, once agreed with the Board, and operationalising this into a series of plans, with realistic budgets and goals
- Set and monitor all operational budgets within the agreed financial parameters to maintain the financial viability of the Charity, and swiftly highlight any challenges as soon as they occur

Fundraising

- Ensure that effective fundraising strategies and plans are in place to maximise income generation, and that these are enacted – supporting and guiding the Head of Fundraising, and the wider fundraising team where necessary
- Generate income and new opportunities for SiMBA, by identifying and engaging with contacts, leads, high net worth individuals etc. to open doors for the Charity
- Proactively encourage new ways of thinking and contribute ideas for ways in which our fundraising outcomes could be enhanced

Team

- Provide day-to-day operational leadership and support to the team – line managing several team members and providing guidance to all team members as required
- Establish and implement effective performance management approaches to guide, motivate and develop each individual team member

- Support team members with the inevitable challenging nature of the work they undertake in supporting grieving families

WORKING ENVIRONMENT

We foster a positive working environment which promotes employee wellbeing, collaboration, growth and goal attainment. We have a strong and supportive team ethos where all members pull together in the interests of fulfilling the charity's objectives.

Our culture of inclusion at work and our people are at the heart of everything we do.

Given the sensitive nature of SiMBA's work it is essential that discretion is exercised, and confidentiality is maintained, with a discrete, professional, and empathetic approach applied to all areas of work.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Knowledge/Skills/Abilities

Strategy

- Strategic thinker – able to see the big picture whilst picking up on the most important details
- Strong business acumen – a commercial thinker who has a good grasp of the economic and political context in which the Charity operates, identifies opportunities and threats early and establishes effective structures and processes to ensure financial goals are achieved

Governance

- A clear appreciation of the importance of having the right governance structures in place and expert knowledge of governance requirements in a charity context
- Clear understanding of the role of Company Secretary and able to establish effective reporting structures to ensure good governance and reporting to the Board

Operational Effectiveness

- Structured in approach to work – able to devise and deliver on detailed plans on time and within budget
- Able to adapt activities in response to opportunities and risks and establish effective processes to enhance productivity, efficiency and achievement of our goals
- A strong delegator – provides clear instructions, oversees delivery and monitors progress whilst empowering the team to take responsibility for delivery of key tasks

Profile

- Builds wide-ranging networks to support the Charity's strategic growth plans, and can leverage existing network to raise SiMBA's profile
- Already has connections that will help SiMBA to raise our profile and widen our reach or impact within Scotland
- Able to confidently act as a representative and ambassador for both SiMBA and bereavement care more generally

Partnerships and Collaboration

- An exceptionally strong collaborator – able to quickly and effectively build relationships with a wide range of stakeholders
- Able to develop lasting partnerships with organisations aligned to SiMBA's values who can help advance both SiMBA's own and a shared set of strategic goals
- Willing to pull together and 'muck in' as part of the team when required
- Encourages a strong team ethos within the organisation
- Works in partnership with the Board, communicating regularly and effectively while taking responsibility for operational delivery of strategic outcomes

Communication

- A confident speaker, with the gravitas to promote and represent the Charity with high level stakeholders within government, healthcare, corporate sectors, and high net worth individuals
- Tenacity required to ensure that SiMBA has an influence, and place at the table – not afraid to be bold and engage with decision-makers
- Equally able to engage with bereaved families, our supporters and within communities to further SiMBA's reach and impact
- Excellent presentation skills and written communication skills, with attention to detail
- Knows what to communicate and in what way to motivate and engage staff, volunteers, supporters and funders

Finance

- Strong commercial acumen, expertise in setting and managing budgets and financial planning
- Able to interpret, explain and act upon financial data to ensure ongoing viability of the Charity and to maximise income and minimise expenditure

Fundraising

- Understanding of the funding landscape and funding sources for charitable organisations in Scotland
- Track record of raising funds and engaging with supporters to maximise income sources
- Able to support the fundraising team in delivering successful funding applications

Team

- Experienced in managing people effectively and gathering the team around the core purpose and goals of the Charity
- Able to deal sensitively, proactively and competently with people-related issues as they arise, with the aim of seeking resolutions that balance needs of the individual and the Charity

Passion

- Passionate about what SiMBA does and driven to make a difference, be part of the conversation and drive the agenda around baby loss
- Able to bring others with you in this – guiding, motivating and supporting the SiMBA team of

staff and volunteers, and galvanizing our supporter base

- Brings creativity and fresh ideas to address existing and ongoing challenges and takes time to think such solutions through before implementation
- Dynamic and energetic whilst recognizing the need to guide others through change with care and compassion

Compassion and Empathy

- Caring and compassionate personality with a high level of professionalism and first-class listening skills
- Able to demonstrate empathy and sensitivity when interacting with our service users, and to support the team to do so too
- Unique ability to make decisions led by both 'heart' and 'head', and not afraid to make tough calls as long as outcomes and implications are managed sensitively
- Demonstrates emotional intelligence in all interactions internally and externally and has strategies in place to manage the personal impact of engaging with service users dealing with trauma and grief

General

- Continuously seeking improvements in quality of service offering and work delivered
- Proficient in the use of Microsoft Word, Excel, PowerPoint, Outlook and Teams
- Effective time management skills and good at prioritising
- Ability to work flexibly and independently but not afraid to seek guidance when it would enhance outputs
- Sets realistic goals for self and others and works at a sustainable pace
- A natural problem solver, motivated by finding innovative ways to meet the Charity's goals

Qualifications

- No mandatory qualifications required

Experience

- A proven track record as a leader within the not-for-profit sector, ideally having operated as Chief Executive Officer, or equivalent, of a small charitable organisation
- As part of this, demonstrable experience of effective strategic planning and operational leadership, as well as contributing to generation of income
- Experience of managing, developing and motivating a small team and building good working relationships with the board, ensuring effective governance
- An understanding of the bereavement care sector would be beneficial – experience of operating in an environment where sensitivity and empathy are at the heart of all activity is essential

REPORTING STRUCTURE

You will report to the Chair of the Board of Trustees. You'll have overall responsibility for building and maintaining a collaborative, high performance culture within the whole team, with direct line management responsibility for our Head of Fundraising and Communications, Community Outreach Lead, and Office Manager.

WORKING ARRANGEMENTS

We operate a hybrid model, involving working from home and from our office in Mayfield, near Edinburgh.

Working arrangements will be flexible – ideally, you would work from the office several days per week, with the remainder of the time spent working from home or travelling within Scotland meeting with partners and stakeholders, and engaging with local communities.

Our office is open Tuesday to Thursday, and during this time we host volunteers, who lovingly make up our memory boxes, and our craft group, who knit items for inclusion in our boxes, as well as spend time together as a team.

We anticipate the role to be full-time, 35 hours per week, Monday to Friday, although are open to discussing alternative working patterns if we can make them work for both you and the charity.

TERMS OF CONTRACT

The salary for this post will be dependent upon seniority and skills, and is likely to be up to £50,000 to £55,000 per annum. Just as we are willing to be flexible about the range of experience and skills the post holder will offer, we may also flex the salary for this role accordingly, to reflect what the successful candidate can bring to our organisation.

Leave entitlement is 33 days per annum inclusive of public/bank holidays, increasing to 35 days after two years' service with us.

The postholder will be able to opt in to Simba's NEST pension scheme.

RECRUITMENT PROCESS AND TIMETABLE

How to apply

To apply for this post, we ask that you email the following to recruitment@simbacharity.org.uk.

- A tailored CV outlining your experience, and highlighting your key skills, achievements and attributes
- A supporting letter and/or personal statement which should include;
 - Why you are interested in taking on the role of Chief Executive Officer at Simba and what it would mean to you to lead Simba
 - What you specifically can bring to the role
 - Evidence of any relevant experience that would help you thrive in the role

- Thoughts on how you would approach the role, and the challenges within it

Next Steps

If you are shortlisted for interview, you will be asked to provide contact details for two referees (we may contact them should you be successful in reaching the final round of our selection process, but will not do so without discussing this with you first).

Applications should be submitted by email to recruitment@simbacharity.org.uk by 17.00 on Friday 5th April 2024.

Selection Process

<i>Invitations to first round interviews</i>	<i>By 10th April 2024</i>
<i>First round interview (via Teams)</i>	<i>16th April 2024</i>
<i>Second round interview (at our office)</i>	<i>23rd April 2024</i>
<i>Third round assessment (if necessary, TBC)</i>	<i>w/c 29th April 2024</i>
<i>Appointment decision made</i>	<i>By 3rd May 2024</i>

We will aim to inform you if you have been selected for interview by email as soon as possible after the closing date of 5th April 2024. We may ask you to join a quick introductory call prior to the first-round interviews during week commencing 8th April 2024.

It is anticipated that our selection process will involve several interviews, a presentation to a range of stakeholders, and an opportunity to meet our team and members of our Board.

If you would like to discuss this opportunity before applying to be our new CEO, please email recruitment@simbacharity.org.uk, and we will gladly arrange a call with Theresa Fyffe, our Chair of the Board of Trustees, or another member of our Trustee Board. You can request a call with our Interim CEO also.

We do not encourage contact from recruitment agencies in respect of this job role.

Simba promotes equal opportunities and actively encourages and value diversity. We are committed to creating a diverse environment and all qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, educational background or veteran status. We value diversity of thought, background, culture and perspective.